

Message Text

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PAGE 01 TEL AV 00487 221419Z

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 RSC-01 /018 W

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P 221340Z JAN 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 5327

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E.O.11652: N/A

TAGS: BEXP, IS

SUBJECT: TECHNOLOGY 1975

REF: STATE 5067 AND 13145, HALE-DOZIER TELCON 1/21/75

1. AFTER GOI WAS INFORMED OF U.S. DECISION NOT RPT NOT TO PARTICIPATE IN TECH 75(STATE 5067),EMBASSY HAS RECEIVED CONSIDERABLE PRESSURE AIMED AT OBTAINING EITHER RECONSIDERATION OF THIS DECISION OR U.S. PARTICIAPTION IN ALTERNATE FORM. MININTRY OF COMMERCE AND INDUSTRY HAS NOT APPROACHED EMBASSY AT LEVEL ABOVE NORTH AMERICAN DESK (KIRYATI). HOWEVER, MFA (DEPUTY DIRECTOR GENERAL FOR POLITICAL AFFAIRS EVRON AND DEPUTY DIRECTOR GENERAL FOR ECONOMIC AFFAIRS ALON) HAVE CALLED EMBASSY WITHIN LAST FEW DAYS REQUESTING SOME FORM OF U.S. PARTICIAPTION IN TECH 75. ON JAN 22 EXHIBITIONS'S DIRECTOR GENERAL ALMAGOR AND DEPUTY MAYO OF TEL AVI ARTZI CALLEDON ECONOMIC COUNSELOR TO URGE U.S. PARTICIAPTION. ALMAGOR HAD FORWARDED LETTER TO AMBASSADOR ON JAN 12 IN WHICH HE RECOGNIZED THAT IT WAS TOO LATE TO ALTER DECISION ON REGULAR PARTICIAPTION, BUT URGED U.S. TO MOUNT "Z " NON-COMMERCIAL PRESTIGE EXHIBIT."

2. IN OUR DISCUSSION WITH ALL AND SUNDRY WE HAVE OF COURSE TRACED HISTORY OF USG'S DETERMINED BUT UNSUCCESSFUL EFFORTS TO RECRUIT ACCEPTABLE EXHIBIT FOR TECH 75. WE HAVE ALSO STRESSED THAT LACK OF INTEREST BY U.S. EXPORTERS IS BASED ENTIRELY ON COMMERCIAL FACTORS, I.E.,GENERAL RETRENCHMENT CAUSED BY U.S.ECONOMIC DOWNTURN, ISRAELI ECONOMIC STABILIZATION

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PAGE 02 TEL AV 00487 221419Z

PROGRAM, DISAPPOINTING RESULTS OBTAINED IN TECH 73 AND

FACT THAT TWO SIMILAR EXHIBITIONS ARE SCHEDULED TO TAKE PLACE
THIS SPRING IN ISRAEL AND IN PARIS.

3. WHILE ISRAELIS DO SEEM TO ACCEPT THAT USG DID ALL THAT
COULD REASONABLY BE EXPECTED TO RECRUIT A SUCCESSFUL EXHIBIT, THEY
STILL THINK THAT WE SHOULD MAKE A GREATER EFFORT " FOR
POLITICAL REASONS" TO HAVE SOME FORM OF U.S. REPRESENTATION
AT EXHIBITION. THEY NOT THAT THIS WILL BE FIRST TIME SINCE
TECHNOLOGY SERIES OF FAIRS BEGAN IN 1962 THAT U.S. NOT REPRESENTED.
IN RESPONSE, WE HAVE SAID THAT WHILE WE WOULD
EXPLORE POSSIBILITY OF ALTERNATE REPRESENTATION WITH WASHINGTON,,
OUR UNDERSTANDING WAS THAT SHOW-THE-FLAG EXHIBIT PROBABLY
REQUIRED EVEN MORE TIME TO PREPARE THAN REGULAR COMMERCIAL
EXHIBIT. WE THEREFORE COULD NOT BE HOPEFUL THAT SUCH REPRESENTATION
COULD BE FOUND IN SHORT TIME REMAINING BEFORE MAY 20
OPENING OF TECH 75.

4. COMMENT: WE NOT OBJECTIONS TO OUR PROPOSAL THAT
INTELLECTUAL ASSETS MISSION BE RESCHEDULED FOR TECH
75, ESPECIALLY COST FACTOR. HOWEVER, WE REQUEST THAT THOUGHT BE GIVEN
TO SOME OTHER FORM OF U.S. REPRESENTATION
WHICH WOULD SHOW RESPONSIVENESS TO ISRAELI REPRESENTATIONS.
VELIOTES

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